

“Our mission is to become the company of choice in our field. We aim to delight our customers by delivering innovative, quality products and services on time and on budget. Our people are our greatest asset...”

**BLAH!**  
**BLAH!**  
**BLAH!**

Real innovation isn't about empty words or gestures, its about doing stuff; challenging conventions, doing things differently, creating your own future. This book shows you how!

winning!novation  
paul bishop & les jones

the problem is never how to get new, innovative thoughts into your mind, but how to get old ones out!

Dee Hock  
Founder of Visa



## winning!nnovation

### Introduction

Innovation isn't new. It isn't anything particularly clever or smart (when it comes down to it), and it's certainly not complicated or difficult. It is, however, surprisingly rare.

Why? we wondered.

If innovation is such a powerful tool, with the potential to transform an organisation's performance, why is it that more people don't use it? Why is it so many of us are happy to accept things the way they are, rather than seek something new and different?

One reason (amongst the many) is the way that innovation is presented to organisations through books and the media. For a subject that at its heart is all about doing things differently, the vast majority of words (there are very few pictures!) about this fantastic subject do little to inspire people. Well meant and intellectually robust they may be, but they are rarely exciting, entertaining or able to make a difference (ask yourself what you have done differently after reading this stuff?).

And so, inspired by the almost endless stream of publications, books and web based resources presenting their own neatly packaged, self justifying and frequently dull view of innovation and the future; this book sets out to be different.

This book is not about answers. It's not a panacea and it isn't full of academic graphs and charts. It's simply about turning you on to doing things differently. It's about helping you to see your organisation from new perspectives, to create new ideas and (most importantly) it's about helping you to bring them to life, creating a better future for you and your organisation. All in all, it's 170 action packed, full colour fun-filled pages.

**Paul Bishop & Les Jones**

## promoting!nnovation

what's inside?

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## using this ~~toolkit~~ ~~book~~ ~~guide~~....thing

In truth, 'toolkit' isn't exactly the most accurate description of this document; it is part toolkit, part source of inspiration, part reference guide, and part aide memoir. Ultimately, regardless of how we may describe it, the job it does is very clear. Like traditional tools, this book is about helping to make things happen, to create things, to fix things when they are broken and, fundamentally, to make a real difference to your business, your performance and your future.

There is no right or wrong way to use this toolkit, there is only the way that suits you. Whilst it has been developed in a broadly chronological format (which does help to put things into context) it is fine to dip in and out, read it front to back, or back to front. In the end, it's whatever works best for you.

### The structure of the thing

During a recent 'surfing trip' on the internet I entered the word 'innovation' into one of the most popular search engines. Almost immediately (actually it was 0.06 seconds, as the search engine proudly proclaimed) the results of the search came flooding back and over 7 million pages of information containing the word innovation were found (not bad for 0.06

seconds). Now, when you consider that this was just one search engine and that only a fraction of the total number of pages would have been captured, the total number of pages of information relating to innovation available on the internet is mind-blowing.

It is probably fair to say that the world doesn't need anymore words on innovation. What can be said has been. Yet still, despite this, so few organisations could truly be defined as innovative!

Rather than simply add to the mountain of words which already exist therefore, we have attempted to take a different route; to use images, colour and ideas to get the message across whilst using the least amount of text we could get away with.

The toolkit contains observations to help you gain a wider view and a better understanding, guidance notes to give you the confidence and direction to begin innovating, prompts and thought-provoking statements to stimulate your creative juices, tools to help you put the ideas into action and checklists to help you maintain focus and keep on track.

WHETHER YOU THINK YOU CAN  
OR WHETHER YOU THINK YOU  
CAN'T...YOU ARE RIGHT

HENRY FORD

# you can't ride a bike without getting on first!

You can look at a bike or talk about a bike for as long as you like, but if you want it to take you somewhere, then you've got to get on and start pedalling.

**And so it is with innovation.**

Lot's of businesses talk about innovation, but talking about it is not going to get you anywhere.

Using it, however, could take you further than you ever imagined.





# opportunity or threat...

whichever way you look at it, the case for innovation is compelling



## why innovate?

Asking the question 'why innovate?' is a little like asking the question 'why breathe'. The answer to both questions is pretty obvious; if you don't breathe, you don't survive and in business the outcome is the same if we don't innovate. Yet, for something that is so crucial to the future of all businesses, it is surprising how few actually innovate with any degree of commitment or understanding of its value. For some businesses, it's almost as if just saying the word innovation is good enough; if it is added to the description of their products and services, or is included in their corporate brochures, it must mean something, they must be innovative, they must be different from their competitors. How wrong they are! Just talking about innovation is a bit like the Emperor's new clothes, if you say it often and loud enough some people might believe you, but the reality is, there is nothing of substance there. In the end, doing it is the only thing that matters.

The question is, how can we change those who just talk about innovation (and even those who aren't even aware of the word) into those who do it? In other words, if innovation is the 'effect' what might be the 'causes'? Well one thing is for certain, there are some compelling reasons to think about innovating in your business...



# innovation = oxygen



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